



Carers Active April 2023 social media toolkit

This social media toolkit will help you raise awareness of our annual Carers Active April campaign and share information about it with your audiences. Our key ask is that you support our campaign on your social media channels, using the hashtag #CarersActiveApril and the graphics and suggested copy we've provided.

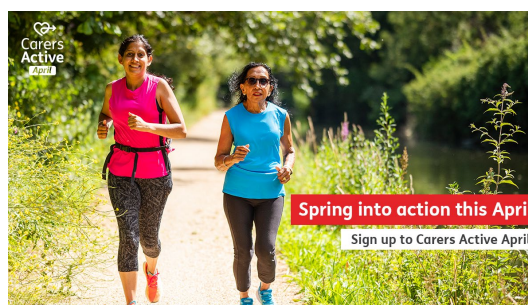
We'd be particularly grateful if you'd support the launch of the campaign on **Monday 3 April** using the suggested post below:

Today is the first day of #CarersActiveApril! Together with @CarersUK, we're supporting unpaid carers to look after their own wellbeing and build physical activity into their routines 🤝 Find out more and get involved:

<https://www.carersuk.org/carersactiveapril>

Graphics

Download the full set of graphics for your Twitter, Facebook and Instagram channels [here](#).



Suggested copy for social media posts

Evergreen posts to share before, during and after Carers Active April

Carers' stories

“It can seem daunting taking that first step, but take it from me – it’s worth it.” Chris cares for his husband Graham. Read how going to the gym has helped him to look after himself and Graham: <https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/carers-stories/chris-story/> #CarersActiveApril

“One of my proudest moments was seeing Gareth lead the large Chinese squad into the arena at the closing ceremony of the Boccia World Cup.” Gill and her son Gareth, who she cares for, play boccia together. Read their story: <https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/carers-stories/gills-story/> #CarersActiveApril

“It’s a chance to forget everything for an hour or so.” Hayley shares how she learnt to make time for self-care and physical activity while caring for her husband Vincent. Read her story: <https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/carers-stories/gills-story/> #CarersActiveApril

“If I am well enough physically and mentally then I can give my best to caring.” Join Moonmoon and have a go at @CarersUK’s mindful movement physical activity and wellbeing video this #CarersActiveApril: <https://youtu.be/Fjsdvl2slaw>

Statistics

Research from @CarersUK found that 67% of unpaid carers said taking part in physical activity helped them feel more connected to other people. Find ways you can be more active while looking after someone this #CarersActiveApril: <https://www.carersuk.org/carersactiveapril>

73% of unpaid carers said that being physically active makes them feel good about themselves, according to research by @CarersUK. #CarersActiveApril is all about supporting carers find ways to get active that work for them. Find out more: <https://www.carersuk.org/carersactiveapril>

Posts to share in March

#CarersActiveApril kicks off next month! It's all about boosting carers' physical and mental wellbeing with live online sessions, activity inspiration and more. Want to get involved? Sign up now: <https://www.carersuk.org/carersactiveapril>

From Nordic walking to Zumba, @CarersUK are running free online physical activity sessions for unpaid carers next month! Sign up to the #CarersActiveApril campaign to hear more: <https://www.carersuk.org/carersactiveapril>

Getting physically active can be challenging when you're busy caring, but small steps can help you get started. Sign up to #CarersActiveApril to take your first step and find ways to get active that can work for you: <https://www.carersuk.org/carersactiveapril>

Get those trainers or exercise mats out because #CarersActiveApril is nearly here! How are you going to be active this April? Tips and ideas are just a hop, skip and a jump (or click) away! Sign up for free: <https://www.carersuk.org/carersactiveapril>

Do you look after a family member or friend? Get involved in #CarersActiveApril and boost your wellbeing with our **[EVENT]**! It's taking place on **[DATE/TIME]** at **[LOCATION]**. Find out more: **[LINK TO EVENT PAGE]**

Posts to use during Carers Active April

General

We're taking part in #CarersActiveApril! This month is all about supporting unpaid carers to become more physically active and raise awareness of the barriers carers can face in getting active. Find out more: <https://www.carersuk.org/carersactiveapril>

When you're caring for someone, it can be difficult to find time to look after your own health. That's why #CarersActiveApril is here to help you get started and stay motivated. Take the first step and check out @CarersUK's online activity videos today: <https://www.carersuk.org/carers-active-videos>

It's #CarersActiveApril and we are supporting unpaid carers to get active! If you find it difficult to get away from your caring role, why not try to find an activity you can enjoy with the person you care for? Find ideas and inspiration: <https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/activity-ideas/activities-with-the-person-you-care-for/>

It's #CarersActiveApril and we're getting involved by running an **[EVENT]**! It's on **[DATE/TIME]** at **[LOCATION]**. If you're looking after a someone, we would love to see you there. Find out more: **[LINK TO EVENT PAGE]**

Weekly themes

Week commencing Monday 3 April – The outdoors and being active in free open spaces

The first week of #CarersActiveApril is all about getting active outdoors 🧑🏻‍🦵 🌳 Whether you plan to pop down to the local park or get active in your garden, check out @CarersUK's Carers Active Hub for inspiration and motivation: <https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/>

Week commencing Monday 10 April – Being active at home

It's week two of #CarersActiveApril! This week we're focusing on being active at home 🏠 From online mini workouts to football in the garden, find an activity that can work for you on @CarersUK's Carers Active Hub: <https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/activity-ideas/activities-at-home/>

Week commencing Monday 17 April – Community facilities around your local area

This week for #CarersActiveApril we want to shout about how fantastic community facilities can be! Lidos, leisure centres and parks are all great places to get active and meet people in your local area. Find activity ideas on @CarersUK's Carers Active Hub: <https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/activity-ideas/>

Week commencing Monday 24 April – Nutrition and wellbeing for being active

It can be difficult to look after your own wellbeing as a carer. In the final week of #CarersActiveApril, check out @CarersUK's Carers Active Hub for online info sessions on everything from healthy eating on a budget to goal setting: <https://www.carersuk.org/carers-active-videos>